

**HUMAN RESOURCES NOTICE
VACANCY ANNOUNCEMENT
ANNOUNCEMENT NUMBER: 15-21**

OPEN TO: All Interested Candidates/All Sources

POSITION: Social Media Coordinator, **FSN-7*; FP-7****

OPENING DATE: June 5, 2015

CLOSING DATE: June 26, 2015

WORK HOURS: Full time; 40 hours/week

SALARY: *Ordinarily Resident (OR): US\$17,805 p.a. (Starting salary)
(Position Grade: FSN-7)

**Not-Ordinarily Resident (NOR): US\$40,665 p.a. (Starting salary)
(Position Grade: FP-7)

NOTE: ALL ELIGIBLE FAMILY MEMBER (EFM) APPLICANTS (See Appendix A) DO NOT HAVE TO BE RESIDING IN COUNTRY TO BE CONSIDERED, BUT THE SPONSORING OFFICER UNDER COM AUTHORITY DOES HAVE TO BE OFFICIALLY ASSIGNED TO POST.

NOTE: ALL ORDINARILY RESIDENT (OR) APPLICANTS (See Appendix A) MUST HAVE THE REQUIRED WORK AND RESIDENCY PERMITS ATTACHED TO THE APPLICATION TO BE ELIGIBLE FOR CONSIDERATION.

The U.S. Embassy Panama is seeking an individual for the position of Social Media Coordinator in the Public Affairs Section.

BASIC FUNCTION OF POSITION

Incumbent is the primary person in charge of coordinating the Mission's presence on digital media platforms. Designs and implements digital outreach campaigns with the assistance of the Digital Outreach Team. Advises PAS and other Mission staff on social media content and trends, including ways digital outreach affects the bilateral relationship and how to best reach the target audience. Executes programs to highlight Embassy programs and Mission goals. Develops and maintains contact with media, government, and communications professionals. Trains/orients other staff on the use of digital media.

A copy of the complete position description listing all duties and responsibilities is available at the Human Resources website: http://panama.usembassy.gov/job_opportunities.html

QUALIFICATIONS REQUIRED

NOTE: Although some of the information below has been provided in your application, all candidates must still address each qualification/requirement detailed below, with specific and comprehensive information supporting each item, on a separate sheet of paper.

1. **Education:** University degree in communications, advertising, marketing, public relations, or journalism is required.
2. **Experience:** Three (3) years of professional level experience in digital media outreach or social media.
3. **Language:** Level IV (Fluent) Speaking/Reading/Writing English language is required. Level IV (Fluent) Speaking/Reading/Writing Spanish language is required. (Testing may be conducted to determine the qualifications)
4. **Job Knowledge:** Knowledge of and fluency in multiple social media platforms (i.e. Hootsuite, Facebook, Twitter, Instagram, Flickr, YouTube, and others), the State Department sections and procedures, American culture, as well as the educational, social and political structures of Panama is required. Ability to design, create and maintain a Facebook Page, and know how to navigate the Internet and other on-line media tools and platforms is required. Excellent knowledge of the current state of information technology, public diplomacy programs, public affairs techniques, outreach activities and products is required. Familiarity with mobile devices, digital cameras, scanners, copiers and a range of printers is required. Experience programming branded campaigns, high level of creativity, understanding of metrics in measuring engagement/traffic, ability to write well; including the ability to edit and adapt existing resources including video and photos for digital outreach is required. (Testing may be conducted to determine the qualifications)
5. **Computer Skills:** Must be proficient in the use of Microsoft Office Suite applications is required. (Testing may be conducted to determine the qualifications)
6. **Skills and Abilities:** Must have excellent organization, communication and interpersonal skills. Must be able to manage multiple tasks efficiently and follow directions and guidance easily. Must have the ability to follow-up on program details independently. Must have the ability to draft official correspondence in English and Spanish, and tailor correspondence to the desired audience across the entire range of extremely informal to extremely formal communications. Excellent written and oral communication skills are required. Must demonstrate that he/she can work well under pressure, be reliable, follow schedules, meet and anticipate deadlines, and has high level customer service skills. Must possess problem solving skills related to promoting U.S. programs and policies.

SELECTION PROCESS

When fully qualified, US Citizen Eligible Family Members (USEFMs) and US Veterans are given preference. Therefore, it is essential that the candidate specifically address the required qualifications above in the application, including mentioning USEFM or Veteran status.

ADDITIONAL SELECTION CRITERIA

1. Management will consider nepotism/conflict of interest, budget, and residency status in determining successful candidacy.
2. Current employees serving a probationary period are not eligible to apply.
3. Current Ordinarily Resident employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report are not eligible to apply.
4. Currently employed US Citizens EFM's who hold a Family Member Appointment (FMA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment.
5. Currently employed NORs hired under a Personal Services Agreement (PSA) are ineligible to apply for advertised position within the first 90 calendar days of their employment unless currently hired into a position with a When Actually Employed (WAE) work schedule.

TO APPLY

Interested candidates for this position must submit the following for consideration of the application:

1. Universal Application for Employment as a Locally Employed Staff or Family Members (DS-174) (Please make sure to fill out DS-174, print, scan and send it via email as an attachment. Do not try to complete the form and send it directly by email because the system does not allow this); plus,
2. Candidates who claim U.S. Veterans preference must provide copy #4 of their Form DD-214 with their application. Candidates who claim conditional U.S. Veterans preference must submit documentation confirming eligibility for a conditional preference in hiring with their application.
3. All Ordinarily Residents (OR) must provide work and residency permits at the time of applying.
4. Any other documentation (e.g., essays, certificates, awards, copies of degrees earned) that addresses the qualification requirements of the position as listed above.

SUBMIT APPLICATION TO

Human Resources Office – Vacancy Announcement No. 15-21
NEC Building # 783
Demetrio Basilio Lakas Avenue
Monday through Thursday from 8:00 a.m. to 12:00 noon
2:00 p.m. to 4:00 p.m.

Friday from

8:00 a.m. to 12:00 noon

or

Via email to: panamaembjobs@state.gov

Subject line: 15-21 SOCIAL MEDIA COORDINATOR

POINT OF CONTACT

Human Resources Office

FAX: (507) 317-5011

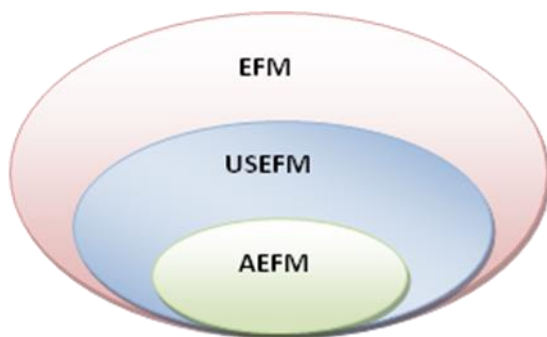
Email address: panamaembjobs@state.gov

CLOSING DATE FOR THIS POSITION: JUNE 26, 2015

The US Mission Panama provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.

The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.

Appendix A DEFINITIONS



This diagram demonstrates how an Appointment Eligible Family Member (AEFM) is also a U.S.- citizen Eligible Family Member (USEFM) as well as an Eligible Family Member (EFM).

1. **Eligible Family Member (EFM):** An individual related to a U.S. Government employee in one of the following ways:

- Spouse or same-sex domestic partner (as defined in [3 FAM 1610](#));
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support. The term shall include, in addition to natural offspring, stepchildren and adopted children and those under legal guardianship of the employee or the spouse

when such children are expected to be under such legal guardianship until they reach 21 years of age and when dependent upon and normally residing with the guardian;

- Parent (including stepparents and legally adoptive parents) of the employee or of the spouse, when such parent is at least 51 percent dependent on the employee for support;
- Sister or brother (including stepsisters and stepbrothers, or adoptive sisters or brothers) of the employee, or of the spouse, when such sibling is at least 51 percent dependent on the employee for support, unmarried, and under 21 years of age, or regardless of age, incapable of self-support.

2. **U.S. Citizen Eligible Family Member (USEFM):** For purposes of receiving a preference in hiring for a qualified position, an EFM who meets the following criteria:

- U.S. Citizen; and,
- EFM (see above) at least 18 years old; and,
- Listed on the travel orders of a direct-hire Foreign, Civil, or uniformed service member assigned to or stationed abroad with a USG agency that is under COM authority, or at an office of the American Institute in Taiwan; and either:
 1. Resides at the sponsoring employee's or uniformed service member's post of assignment abroad or at an office of the American Institute in Taiwan; or
 2. Resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under 3 FAM 3232.2.

3. **Appointment Eligible Family Member (AEFM):** EFM (see above) eligible for a Family Member Appointment for purposes of Mission employment:

- Is a U.S. citizen; and
- Spouse or same-sex domestic partner (as defined in [3 FAM 1610](#)) or a child of the sponsoring employee who is unmarried and at least 18 years old; and
- Is listed on the travel orders or approved Form OF-126, Foreign Service Residence and Dependency Report, of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad at a U.S. mission, or at an office of the American Institute in Taiwan (AIT), and who is under chief of mission authority; and
- Is residing at the sponsoring employee's post of assignment abroad or, as appropriate, office of the American Institute in Taiwan.
- Does not receive a Foreign Service or Civil Service annuity

4. **Member of Household (MOH):** An individual who accompanies a direct-hire Foreign, Civil, or uniformed service member permanently assigned or stationed at a U.S. Foreign Service post or establishment abroad, or at an office of the American Institute in Taiwan. An MOH is:

- Not an EFM; and,
- Not on the travel orders of the sponsoring employee; and,
- Has been officially declared by the sponsoring USG employee to the COM as part of his/her household.

A MOH is under COM authority and may include a parent, unmarried partner, other relative or adult child who falls outside the Department's current legal and statutory definition of family member. A MOH does not have to be a U.S. Citizen.

5. **Not Ordinarily Resident (NOR)** – An individual who:

- Is not a citizen of the host country; and,
- Does not ordinarily reside (*OR*, see below) in the host country; and,
- Is not subject to host country employment and tax laws; and,
- Has a U.S. Social Security Number (SSN).

NOR employees are compensated under a GS or FS salary schedule, not under the LCP.

6. **Ordinarily Resident (OR)** – A Foreign National or U.S. citizen who:

- Is locally resident; and,
- Has legal, permanent resident status within the host country; and,
- Is subject to host country employment and tax laws.

EFMs without U.S. Social Security Numbers are also OR. All OR employees, including U.S. citizens, are compensated in accordance with the Local Compensation Plan (LCP).

Cleared:

PAS:KStewart

HRO:TOWens

HRS:MDeVega

FMO:MCurtis